## **ORDER**

Order / Rev:	106709	_	
Alt Order #:	06853203		FIE
Product Desc:	Candidate Orders	_	HD
Estimate:	1798	<u></u>	KSNV
Flight Dates:	09/18/12 - 09/24/12	Primary AE:	Amy McCreary
Original Date / Re	v: 09/17/12 / 12/03/12	Sales Office:	BLPHI
Order Type:	GENERAL	Sales Region:	National
Agency Name:	GMMB, Inc./ Washington D.C.		
Buying Contact:		Billing Type:	Cash
Billing Contact:		Billing Calendar:	Broadcast
	Washington Harbor	Billing Cycle:	EOM/EOC
	Washington, DC 20007	Agency Commission:	15%
Advertiser Name:	Obama for America		
Demographic:	A35+	New Business Thru:	
Product Codes:	PLC01-Democrat	Order Separation:	00:05:00
Priority:	SELECT PRIORITY CODE	Advertiser External ID:	

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/24/12	26	\$29,730.00	\$25,270.50

## Totals

Agency External ID:

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	26	\$29,730.00	\$25,270.50	0.00
Totals	26	\$29,730.00	\$25,270.50	0.00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

POLITICAL/AGY, PCAN, GEN

Order Share	Share	Total
KSNV	24%	\$29,730.00
Market	100%	\$123,875.00

Revenue Codes:

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	20%	\$24,775.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	25%	\$30,968.75
KTUD	1%	\$1,238.75
KVVU	25%	\$30,968.75
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$6,193.75

_	Ln	Ch	Start	End	Inventory Cod	e Break	Start/End T	īme Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
	E 1	KSNV	09/18/12	09/24/12	M-F 5-6a Wake	Upw/Wa@M	5-6a	MTWTF	:30	2	\$325.001	0.00 NM	2	\$650.00
					M-F 5-6a Wake	Up w/Wagners								
	,	WAKE L	JP WITH T	THE WAG	NERS									
		Star	t Date E	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	W	eek: 09/1	18/12 (	09/24/12	MTWTF	2	\$325.00	0.00						

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**KSNV** 

Order / Rev: 106709

Advertiser: Obama for America

06853203 Alt Order #:

Product Desc: Candidate Orders

Flight Dates: 09/18/12 - 09/24/12 1798

Estimate:

Ln	Ch	Start	End	Inventory Code	Break	Start/End T	īme Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
E 1	KSNV	09/18/1	2 09/24/12	M-F 5-6a WakeU	_	5-6a	MTWTF	:30	2	\$325.001	0.00 NM	2	\$650.00
	WAKE (	JP WITH	THE WAGI	M-F 5-6a WakeU NERS	p w/vvagners								
		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	/eek: 09/		09/24/12	MTWTF	2	\$325.00	0.00	- 00		<b>*</b> 050.004	0.00.004		<b>#4 000 00</b>
E 2	KSNV	09/18/1	2 09/24/12	M-F 6-7a WakeUp M-F 6-7a WakeU		6-7a	MTWTF	:30	2	\$650.001	0.00 NM	2	\$1,300.00
			THE WAGI		F								
10		rt Date	End Date	<u>Weekdays</u> MTWTF	Spots/Week 2	Rate	Rating						
	/eek: 09/ KSNV		09/24/12	Today Show	CM	\$650.00 658a-9am	0.00 MTWTF	:30	2	\$850.001	0.00 NM	2	\$1,700.00
		00, 10, 1	_ 00//	Today Show	<b></b>	0000 00			_	Ψοσοίου .	0.00	_	ψ.,.σσ.σσ
	TODAY		End Data	Maaladaya	Consta //// and	Data	Datina						
W	<u>5tai</u> /eek: 09/	rt <u>Date</u> 18/12	End Date 09/24/12	<u>Weekdays</u> MTWTF	Spots/Week 2	<u>Rate</u> \$850.00	Rating 0.00						
E 4			2 09/22/12	News 3 Sunrise -	SATUROM	6a-7a	S-	:30	1	\$350.001	0.00 NM	1	\$350.00
	NEWC C	AT CLI	IDICE	News 3 Sunrise S	SATURDAY								
		3 AT SUN rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
W	eek: 09/		09/23/12	S-	1	\$350.00	0.00						
E 5	KSNV	09/22/1	2 09/22/12	Saturday Today	СМ	7a-9am	S-	:30	1	\$625.001	0.00 NM	1	\$625.00
	SATURI	DAY TOI	DAY	Saturday Today									
		rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	eek: 09/		09/23/12	S-	1	\$625.00	0.00						
E 6	KSNV	09/23/1	2 09/23/12	News 3 Sunrise - News 3 Sunrise 5		6a-7a	S	:30	1	\$325.001	0.00 NM	1	\$325.00
	NEWS 3	B AT SU	NRISE	News 5 Sumse C	DONDAT								
		rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
E 7	/eek: 09/		09/23/12	S Sunday Today	CM	\$325.00 7a-8am	0.00	:30	1	\$625.001	0.00 NM	1	\$625.00
L /	KONV	09/23/1	2 09/23/12	Sunday Today Sunday Today	Civi	ra-oaiii	3	.30	'	φ023.00 1	O.OO INIVI	'	φ025.00
		ON SUN											
W	<u>Staı</u> /eek: 09/	rt Date 17/12	End Date 09/23/12	<u>Weekdays</u> S	Spots/Week 1	Rate \$625.00	Rating 0.00						
			2 09/23/12	Meet the Press	CM	8a-9am	S	:30	1	\$3,000.001	0.00 NM	1	\$3,000.00
		DDE	00	Meet the Press									
		HE PRE	SS End Date	Weekdays	Spots/Week	Rate	Rating						
W	/eek: 09/		09/23/12	S		\$3,000.00	0.00						
E 9	KSNV	09/18/1	2 09/24/12	NEWS 3 at 4 (1 I		4-5pm	MTWTF	:30	1	\$600.001	0.00 NM	1	\$600.00
	FIRST N	IEWS 3	AT FOUR	4PM NEWS (1 ho	our)	(4:00 PM-4:3	60 PM)						
		rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
	/eek: 09/		09/24/12	MTWTF	1	\$600.00	0.00			*			
E 10	KSNV	09/18/1	2 09/24/12	NEWS 3 at 4 (1 h	•	4-5pm (4:30 PM-5:0	MTWTF	:30	1	\$700.001	0.00 NM	1	\$700.00
	NEWS 4	4 AT 430	Р		sui,	(1.001 111 0.0							
10		rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
	/eek: 09/ KSNV		09/24/12	MTWTF M-F Early News	CM	\$700.00 5-630p	0.00 MTWTF	:30	2	\$1,000.001	0.00 NM	2	\$2,000.00
	110111	00/10/1	2 00/2 1/12	M-F Early News	O.W.	О соор		.00	_	Ψ1,000.001	0.00 14111	_	Ψ2,000.00
	EARLY		E 15 /		0	Б.,	<b>5</b>						
W	<u>Staı</u> /eek: 09/	rt <u>Date</u> 18/12	End Date 09/24/12	<u>Weekdays</u> MTWTF	Spots/Week 2	Rate \$1,000.00	Rating 0.00						
			2 09/22/12	Sa-Su Early News		5pm-630pm	S-	:30	1	\$650.001	0.00 NM	0	\$0.00
	LOND ( =	ADI V.	EWC	Sa-Su Early New	S								
		ARLY N rt Date	EWS End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
W	/eek: 09/		09/23/12	S-	1	\$650.00	0.00						

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**KSNV** 

Totals

26

\$29,730.00

Order / Rev: 106709

Advertiser: Obama for America

Alt Order #: 06853203 Product Desc: Candidate Orders

09/18/12 - 09/24/12 Flight Dates:

1798

Estimate:

Break Start/End Time Rtg Type Spots Ln Ch Start End Inventory Code Days Len Spots Rate Pri Amount E 12 KSNV 09/22/12 09/22/12 Sa-Su Early News СМ 5pm-630pm :30 \$650.001 0.00 NM \$0.00 Sa-Su Early News KSNV EARLY NEWS Start Date End Date Weekdays Spots/Week Rate Rating ----S-\$650.00 Week: 09/17/12 09/23/12 0.00 <u>Weekdays</u> **Description** Start/End Time Ch Date Range Length Rate Rtg Type 1 KSNV 09/17/12-09/23/12 Sa-Su Early News 5pm-630pm (\$650.00) 0.00 NM -----Sa--:30 Credited [CREDIT-REFUND] E 13 KSNV 09/24/12 09/24/12 Mon PR 8-10p CM 8-10pm :30 \$4,000.001 0.00 NM \$4,000.00 M-----Monday Prime 8-10pm THE VOICE **End Date** Weekdays Spots/Week Start Date Rating Rate Week: 09/24/12 09/30/12 1 \$4,000.00 0.00 E 14 KSNV 09/18/12 09/18/12 Tues PR 10-11p 1 \$3,200.001 0.00 NM CM 10-11pm -T----:30 \$3,200.00 Tuesday Prime 10-11pm **PHOOF** Start Date End Date **Weekdays** Spots/Week Rate Rating -T----Week: 09/17/12 09/23/12 1 \$3,200.00 0.00 Thurs PR 8-9p 1 \$1,500.002 E 15 KSNV 09/20/12 09/20/12 CM 8-9pm ---T---:30 0.00 NM \$1,500.00 Thursday Prime 8-9pm SNL/UPALL NIGHT Start Date **End Date** Weekdays Spots/Week Rate Rating ---T---Week: 09/17/12 09/23/12 1 \$1,500.00 0.00 ----s E 16 KSNV 09/23/12 09/23/12 NFL Football СМ 1P-9PM :30 1 \$8,000.002 0.00 NM \$8,000.00 NFL Football SUN NT FB: NE @ BALTIMORE Spots/Week Start Date **End Date Weekdays** Rate Rating ----S Week: 09/17/12 09/23/12 1 \$8,000.00 0.00 E 17 KSNV 09/18/12 09/24/12 Last Call w/Carson Daly CM :30 \$40.003 0.00 NM 136-205am MTWTF--4 \$160.00 Last Call w/Carson Daly LAST CALL WITH CARSON DALY Start Date End Date Weekdays Spots/Week Rate Rating 09/24/12 MTWTF--\$40.00 Week: 09/18/12 0.00 Sun 1135p-1200a -----S E 18 KSNV 09/23/12 09/23/12 Sports Night in Las Veg&M \$200.002 0.00 NM :30 1 \$200.00 Sports Night in Las Vegas SPORTS NIGHT IN LAS VEGAS Spots/Week Start Date End Date <u>Weekdays</u> Rate Rating Week: 09/17/12 09/23/12 ----S \$200.00 0.00 E 19 KSNV 09/23/12 09/23/12 LAW & ORDER (LF) CM Sat 1-2am / Sun 1:----S :30 \$45.003 0.00 NM \$45.00 Law & Order (LF) LAW & ORDER Spots/Week Start Date **End Date** Weekdays Rate Rating Week: 09/17/12 09/23/12 ----S \$45.00 0.00 N20 KSNV 09/22/12 09/22/12 \$750.002 Saturday Night Live CM 1130pm-1:02am :30 0.00 NM \$750.00 Saturday Night Live Weekdays Start Date **End Date** Spots/Week Rate Rating Week: 09/17/12 09/23/12 ----S-\$750.00 0.00